



# The Management of Quality

# Quality

- Quality refers to the degree of excellence of a good or service and its fitness for a stated purpose.
- Quality can refer to a range of characteristics including:
  - Reliability
  - Durability
  - Smart design features
  - Consistency
  - Speed of delivery
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  - After-sales or back-up services
  - Aesthetics (looks)

# Three forms of Quality Management

- 1. Quality control
- 2. Quality Assurance
- 3. Total Quality Management

# Quality Control

- Involves the use of inspections at various points in the production process to check for problems and defects.
- The aim of Quality Control is to take early corrective action if it is necessary.
- Four steps of Quality Control:
  - 1. Establish Performance standards
  - 2. Inspect output for performance
  - 3. Compare actual performance with established standards
  - 4. Take corrective action if necessary.

# Quality Assurance (QA)

- Refers to certified achievement of a level of quality in the production of a good or service.
- The level of quality is set by an independent organisation.
- Most widely used international standards is the ISO 9001 (International Organisation for Standardisation).
- StandardsMark is the leading Australian quality assurance authority.
- Items meeting certification are marked to prove that they have met standards.

# Total Quality Management (TQM)

- The ongoing, organisation-wide commitment to excellence that is applied to every aspect of the organisation's operation.
- Quality is a commitment and responsibility of every employee in the organisation.
- There are three central principles in the TQM approach:
  - 1. Continuous Improvement
  - 2. Customer Focus
  - 3. Employee Empowerment (participation and team work)